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U.S. DEPARTMENT OF AGRICULTURE
Production of
ICE CREAM
and
RELATED FROZEN PRODUCTS
MARCH 1964
CURRENT SERIAL RECORDS

U.S. DEPARTMENT OF AGRICULTURE
Statistical Reporting Service
Crop Reporting Board
Released April 22, 1964
1300-A New P.O. Bldg., Chicago, Ill. 60607

ICE CREAM PRODUCTION

Estimated production of ice cream in the United States during March totaled 57,880,000 gallons, the Crop Reporting Board reports. This was the second highest March output of record, exceeded only in March 1961, when 58,855,000 gallons were produced. Production was up 4 percent from March 1963 and 8 percent from the 1958-62 average for the month.

From February to March, production advanced 16 percent on a calendar month basis. On a daily average basis, the seasonal gain this year was 8 percent, compared with 7 percent at this time a year earlier and 9 percent on the average in the 1958-62 period. Temperatures during March were normal or warmer than normal from the Atlantic Coast to the eastern sections of Wisconsin and Illinois, and Arkansas and Louisiana. Below normal temperatures occurred in the remainder of the country, except for an area in Texas and one in the Pacific Northwest.

Ice cream production increased from March 1963 in all regions of the country except the South Atlantic, where it decreased 1 percent, and the South Central, where it decreased 2 percent. Output was 6 percent more in both the North Atlantic Region and the East North Central. An 11-percent gain occurred in the West North Central States. In the West, production was 2 percent more in the Pacific States and 8 percent larger in the Mountain. In the three leading ice cream-producing states, production was up 7 percent in Pennsylvania, and 5 percent in both New York and California.

Compared with the 1958-62 average for March, ice cream manufacture was more in all regions except the South Central, where it was 2 percent less. Increases ranged from 5 percent in the important North Atlantic States to 16 percent in both the West North Central and the Mountain. Output was up 8 percent in the East North Central Region and 7 percent in the South Atlantic. The Pacific States registered a 13-percent gain. Increases from the average in the three leading states were 4 percent in Pennsylvania, 7 percent in New York, and 15 percent in California. Increases occurred in all other states except New Jersey, Ohio, Iowa, Kansas, West Virginia, Florida, Tennessee, Alabama, Louisiana, and Oklahoma.

PRODUCTION OF ICE CREAM, UNITED STATES, 1964

MONTH	1958-62 Average 1/	1962 1/	ESTIMATED		CHANGE FROM:	
			1963	1964	1958-62 Av.	1963
			Thousand Gallons		Percent	
January	43,962	45,447	46,680	48,275	+ 10	+ 3
February	45,006	47,177	47,000	50,035	+ 11	+ 6
March	53,685	55,530	55,500	57,880	+ 8	+ 4
THREE MONTH TOTAL	142,653	148,154	149,180	156,190	+ 9	+ 5

1/From enumerations.
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STATE AND GEOGRAPHIC DIVISION	5-YEAR MARCH AVERAGE 1958-62 1/	MARCH			PERCENT CHANGE IN MARCH 1964 PRODUCTION FROM:	
		1962 1/	ESTIMATED		5-YEAR AVERAGE	MARCH 1963
			1963	1964		
		Thousand Gallons			Percent	
Massachusetts	2,170	2,402	2,250	2,460	+ 13	+ 9
Connecticut	681	741	695	740	+ 9	+ 6
New York	5,683	6,214	5,800	6,100	+ 7	+ 5
New Jersey	1,434	1,349	1,320	1,310	- 9	- 1
Pennsylvania	5,509	5,372	5,360	5,720	+ 4	+ 7
Other N.A. States ...	752	791	735	785	+ 4	+ 7
NO. ATLANTIC STATES	16,229	16,869	16,160	17,115	+ 5	+ 6
Ohio	3,243	3,021	3,100	3,200	- 1	+ 3
Indiana	2,103	2,236	2,410	2,370	+ 13	- 2
Illinois	2,844	2,972	3,040	3,430	+ 21	+ 13
Michigan	2,418	2,477	2,250	2,540	+ 5	+ 13
Wisconsin	1,712	1,889	1,000	1,820	+ 6	+ 1
E. N. CENTRAL STATES	12,320	12,595	12,600	13,360	+ 8	+ 6
Minnesota	1,427	1,514	1,560	1,750	+ 23	+ 12
Iowa	916	805	810	865	- 6	+ 7
Missouri	1,328	1,475	1,340	1,660	+ 25	+ 24
N. & S. Dakota	360	351	360	365	+ 1	+ 1
Nebraska	695	784	340	960	+ 38	+ 14
Kansas	490	568	530	440	- 10	- 17
WEST NO. CENT. STATES	5,216	5,497	5,440	6,040	+ 16	+ 11
District of Columbia	588	622	640	675	+ 15	+ 5
Maryland	1,055	1,039	1,100	1,100	+ 4	0
Virginia	895	972	1,045	1,020	+ 14	- 2
West Virginia	414	415	410	415	0	+ 1
North Carolina	1,044	1,167	1,180	1,155	+ 11	- 2
Georgia	646	701	705	720	+ 11	+ 2
Florida	1,678	1,821	1,730	1,620	- 3	- 6
Other S.A. States ...	561	577	605	625	+ 11	+ 3
SO. ATLANTIC STATES	6,881	7,314	7,415	7,330	+ 7	- 1
Tennessee	1,141	1,156	1,150	1,090	- 4	- 5
Alabama	653	639	600	575	- 12	- 4
Louisiana	664	610	580	555	- 16	- 4
Oklahoma	416	397	415	365	- 12	- 12
Texas	1,657	1,812	1,865	1,780	+ 7	- 5
Other S.C. States ...	803	875	770	885	+ 10	+ 15
SO. CENTRAL STATES	5,334	5,489	5,380	5,250	- 2	- 2
Colorado	603	686	765	800	+ 33	+ 5
Other Mt. States	1,233	1,253	1,220	1,335	+ 8	+ 9
MOUNTAIN STATES	1,836	1,939	1,985	2,135	+ 16	+ 8
Washington	987	1,036	1,200	1,100	+ 11	- 8
Oregon	444	429	470	450	+ 1	- 4
California	4,438	4,362	4,850	5,100	+ 15	+ 5
PACIFIC STATES	5,869	5,827	6,520	6,650	+ 13	+ 2
UNITED STATES	53,685	55,530	55,500	57,880	+ 8	+ 4

1/From enumerations.

ICE MILK PRODUCTION

Production of ice milk during March in the United States was estimated at 13,730,000 gallons. This was up 3 percent from March 1963 and 40 percent from the 1958-62 average for the month. The January-March output was 8 percent more than in the first three months of 1963 and 49 percent greater than the 5-year average. Production gained 31 percent seasonally between February and March, calendar month basis, compared with 39 percent at this time a year earlier and 40 percent on the average in the 5-year period. Sharp seasonal advances occurred in all regions of the country.

Ice milk production was smaller than in March a year earlier in the North Atlantic Region and the West North Central. Increases occurred in all remaining regions of the country.

PRODUCTION OF ICE MILK, UNITED STATES, 1964

MONTH	1958-62 Average 1/	1962 1/	ESTIMATED		CHANGE FROM:	
			1963	1964	1958-62 Av.	1963
		Thousand Gallons			Percent	
January	6,396	7,839	8,945	10,245	+ 60	+ 15
February	7,002	9,130	9,630	10,520	+ 50	+ 9
March	9,793	12,568	13,370	13,730	+ 40	+ 3
THREE MONTH TOTAL	23,191	29,537	31,945	34,495	+ 49	+ 8

1/From enumerations.

SHERBET PRODUCTION

March production of sherbet in the United States totaled 2,930,000 gallons, which was the same as a year earlier, but it was 10 percent larger than the 1958-62 average for the month. The January-March manufacture of 7,460,000 gallons this year was 4 percent more than in the first quarter of 1963 and 15 percent above the 5-year average. Production increased 30 percent seasonally from February to March. This compares with a 38-percent advance in 1963 and an average gain of 37 percent. Seasonal advances were sharp in all regions of the country.

Compared with March 1963, sherbet production increased in all regions of the country except the South Central, where it held steady, and the South Atlantic, where it decreased sharply. The strongest increase was recorded in the West North Central Region.

PRODUCTION OF SHERBET, UNITED STATES, 1964

MONTH	1958-62 Average 1/	1962 1/	ESTIMATED		CHANGE FROM:	
			1963	1964	1958-62 Av.	1963
		Thousand Gallons			Percent	
January	1,862	2,073	2,125	2,270	+ 22	+ 7
February	1,945	2,144	2,130	2,260	+ 16	+ 3
March	2,667	2,806	2,930	2,930	+ 10	0
THREE MONTH TOTAL	6,474	7,023	7,185	7,460	+ 15	+ 4

1/From enumerations.

"MELLORINE-TYPE" FROZEN DESSERTS PRODUCTION

U.S. production of Mellorine and other frozen desserts made with fats and oils other than milkfat was estimated at 4,090,000 gallons in March, the Crop Reporting Board announced. This was 2 percent less than in March 1963, but 17 percent more than the 1958-62 average for the month. Output in the first quarter of this year was 1 percent more than in the first three months of 1963 and 19 percent greater than the 5-year average.

The seasonal increase from February to March this year (calendar month basis) was 28 percent, compared with 34 percent at this time a year earlier and 24 percent on the average in the 1958-62 period. Seasonal increases occurred in all important Mellorine-producing states except Missouri, Arkansas and Arizona.

Compared with March 1963, production increased in Illinois, Missouri, Louisiana, Texas, Oregon and Nevada. Output was steady in California. Decreases were shown in all other Mellorine-producing states.

PRODUCTION OF "MELLORINE-TYPE" FROZEN DESSERTS, UNITED STATES, 1964

MONTH	1958-62 Average 1/	1962 1/	ESTIMATED		CHANGE FROM:	
			1963	1964	1958-62 Av.	1963
		Thousand Gallons			Percent	
January	2,573	3,006	3,205	3,360	+ 31	+ 5
February	2,839	3,429	3,115	3,190	+ 12	+ 2
March	3,509	3,943	4,175	4,090	+ 17	- 2
THREE MONTH TOTAL	8,921	10,378	10,495	10,640	+ 19	+ 1

1/From enumerations.

WATER ICE PRODUCTION

Production of water ices in the United States during March totaled 2,020,000 gallons - 3 percent less than in March 1963, but 6 percent more than the 1958-62 average for the month. On a monthly basis, output advanced 81 percent from February to March this year, compared with 106 percent between these months in 1963 and 99 percent on the average in the preceding 5-year period. Sharp seasonal advances occurred in all regions of the country.

Compared with a year earlier, March production of water ices increased in the East North Central Region and the West. Output was below a year earlier in all other regions of the country.

PRODUCTION OF WATER ICES, UNITED STATES, 1964

MONTH	1958-62 Average 1/	1962 1/	ESTIMATED		CHANGE FROM:	
			1963	1964	1958-62 Av.	1963
		Thousand Gallons			Percent	
January	729	736	835	805	+ 10	- 4
February	957	1,026	1,010	1,115	+ 17	+ 10
March	1,904	1,898	2,080	2,020	+ 6	- 3
THREE MONTH TOTAL	3,590	3,660	3,925	3,940	+ 10	0

1/From enumerations.